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CONSUMER TIME

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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

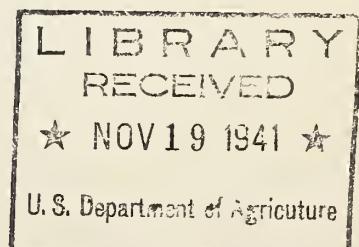
5. GUNNAR: That's your money paying for a home.

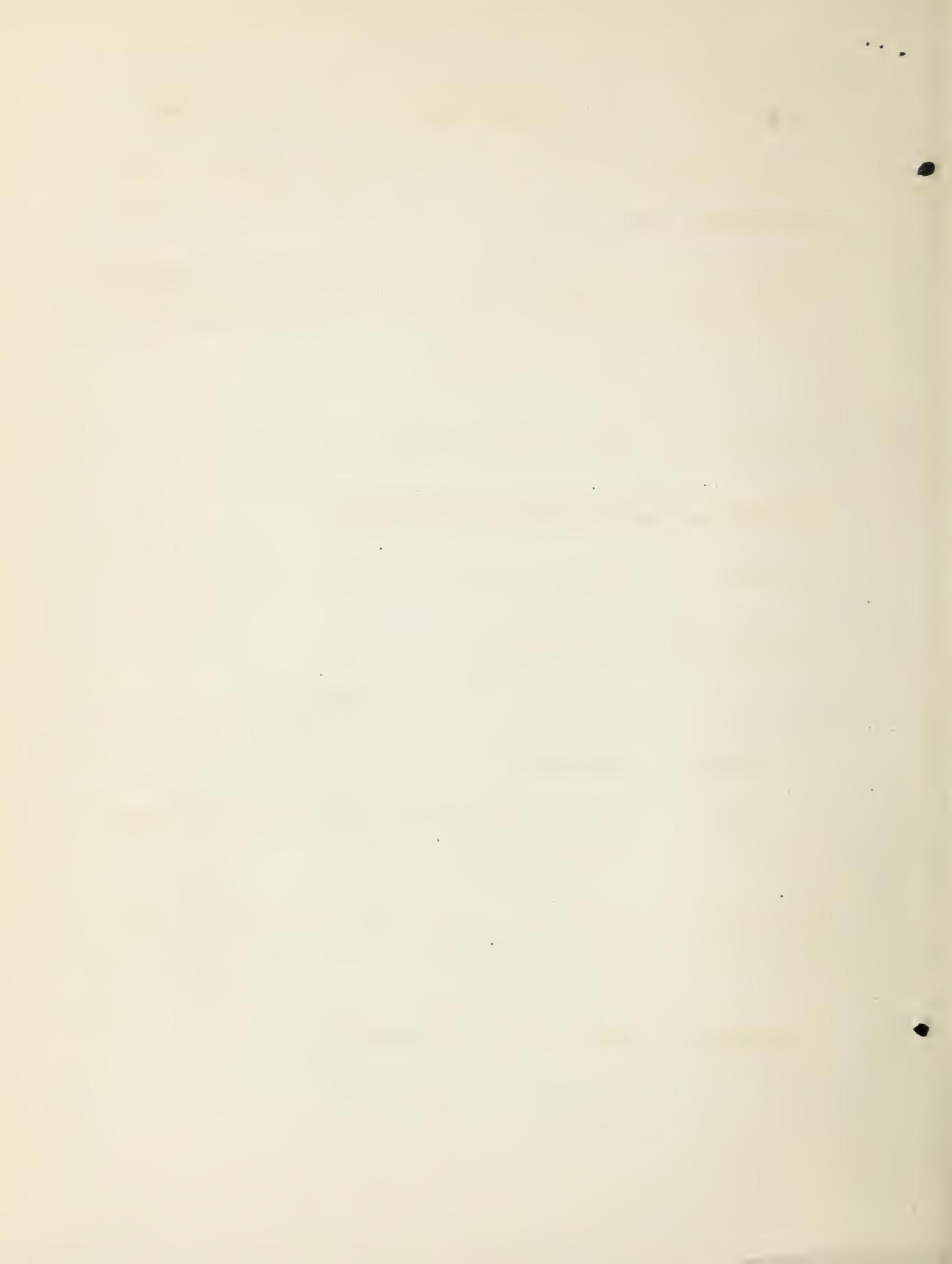
6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands
of other things you need.

8. GUNNAR: That's you . . . paying for these things . . . money
out of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER





10. ANNOUNCER: CONSUMER TIME today brings you facts about how to make your pennies and dollars bring you more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and Non-Defense Agencies of the United States Government working for consumers.

And now - may I present our Consumers' Counsel reporters, - Nancy Ordway . . .

11. NANCY: With facts about cranberries.

12. ANNOUNCER: And Gunnar Jagdmann . . .

13. GUNNAR: With facts about leather goods.

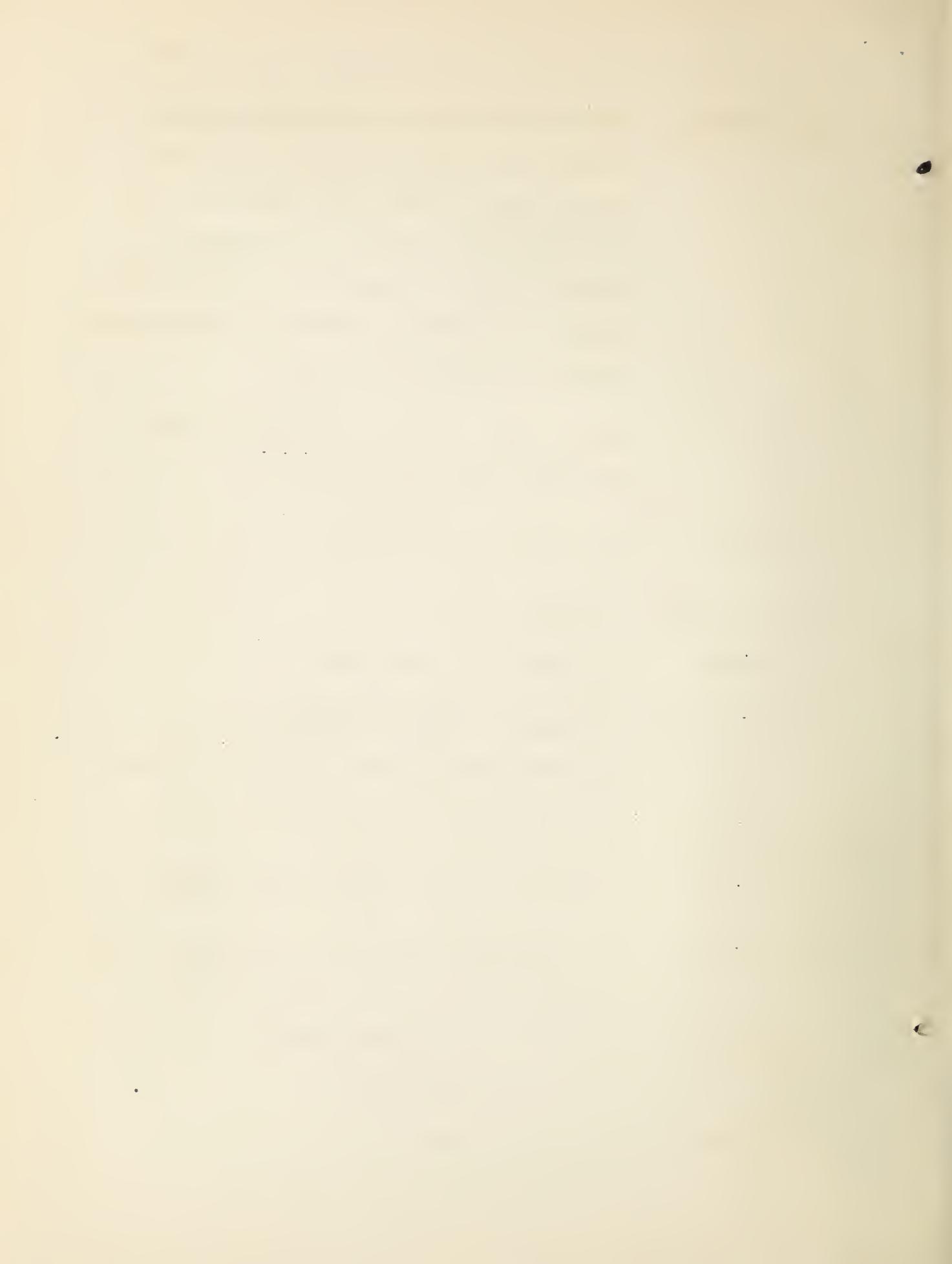
14. ANNOUNCER: And finally - last, but certainly not least - our young inquiring consumer, Mrs. Evelyn Freyman.

15. FREYMAN: Just one big question mark, _____.

16. NANCY: What's bothering you this time, Mrs. Freyman?

17. FREYMAN: Well, ever since last week, when you said what we'd talk about today, I've been jotting down things to ask. But my most puzzling question about cranberries popped up just last night.

18. NANCY: And what was that?



19. FREYMAN: You see, I happened to be over at my neighbors',
the Miles house, for dinner, and Mr. Miles was
bragging about his wife's cooking ---

(PAUSE)

20. SOUND: FADe IN SLIGHT RATTLE OF DISHES, SILVERWARE, ETC.

21. FATHER: Mrs. Freyman - just wait till you taste Mother's
cranberry sauce!

22. MOTHER: (MODESTLY) Now, Harry ---!

23. FREYMAN: Well, if it's anything like the rest of Mrs. Miles'
cooking ---

24. FATHER: It's perfect. Here - take some more.

25. FREYMAN: No, that's enough, thanks.

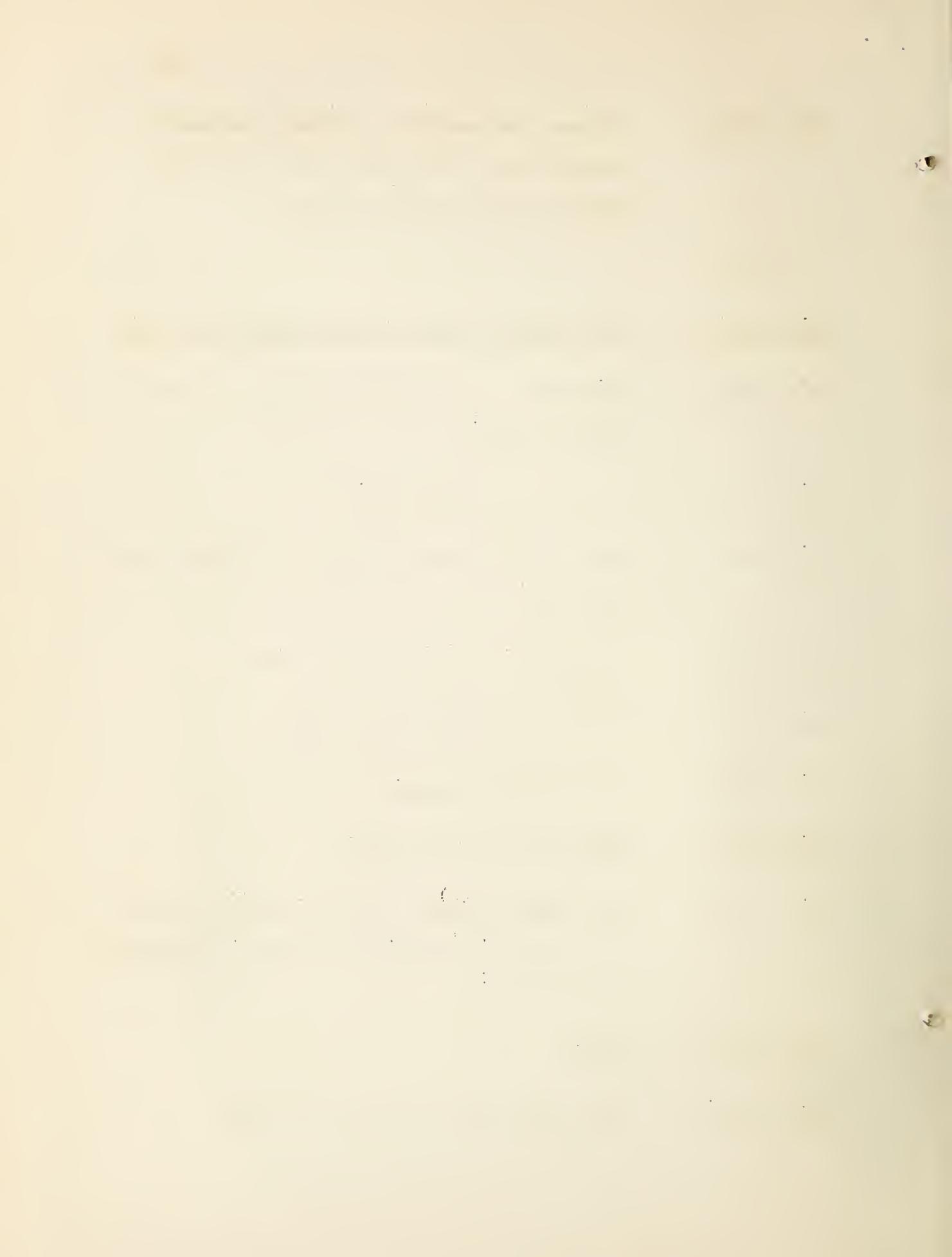
26. FATHER: Well, I'm taking plenty.

27. SOUND: SPOON TAPPING AGAINST PLATE.

28. FATHER: (WITH ANTICIPATION) My first cranberry sauce of
the season ---! (PAUSE. THEN SUDDENLY, SPUTTERING)
Great Galluses!

29. MOTHER: Harry!

30. FATHER: What in tarnation did you put into this?



31. MOTHER: Why, just the usual things - cranberries, and sugar, and . . .

32. FATHER: Sugar! It's bitter as - as gall!

33. MOTHER: But - what can be wrong with it?

34. FATHER: That's what I want to know! (FADING) What's wrong with it?

(PAUSE)

35. FREYMAN: (FADING IN) And that's what I want to know, Nancy - What was wrong with that cranberry sauce?

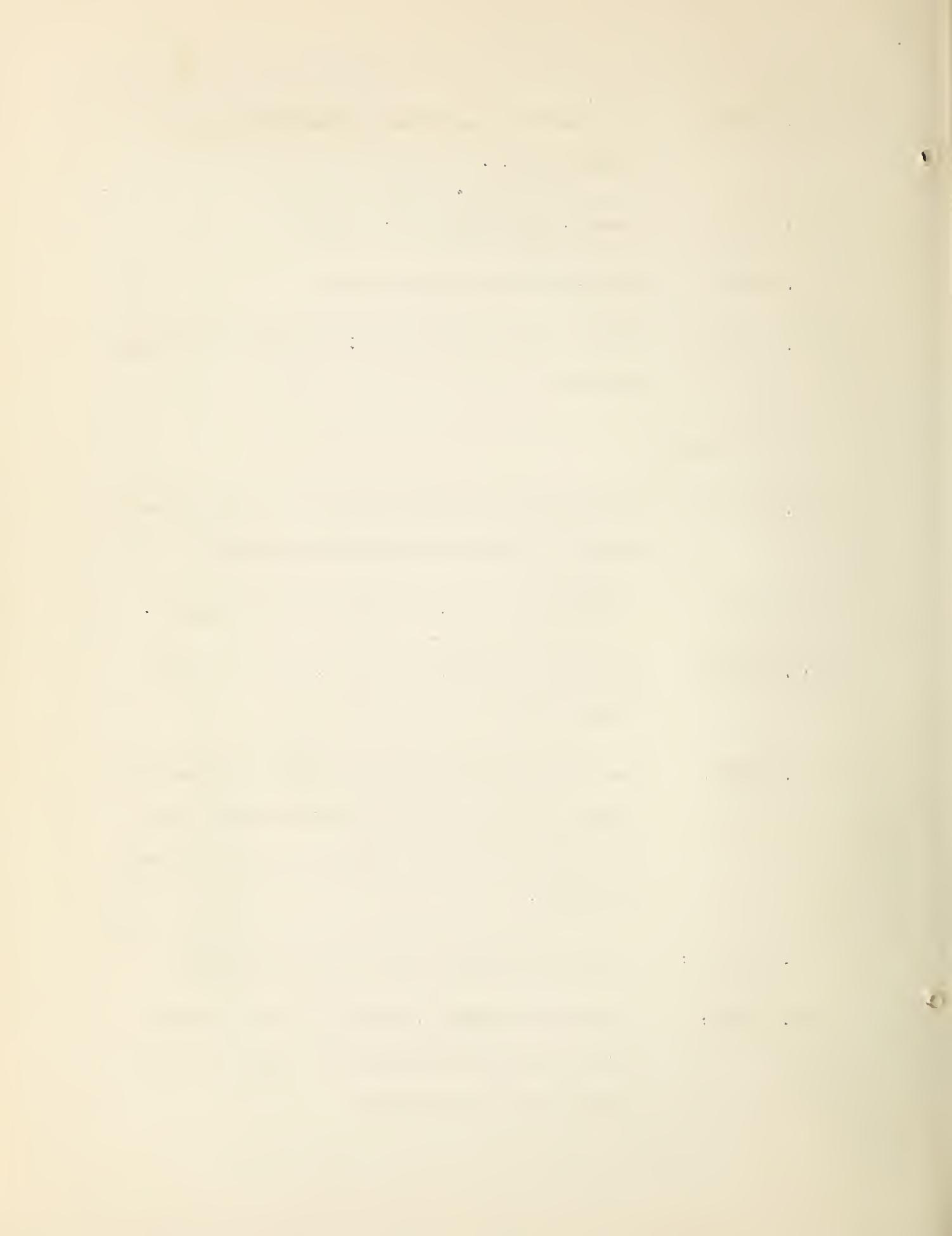
36. NANCY: Well, perhaps Mrs. Miles used some bad berries.

37. FREYMAN: But she's an experienced cook. Now, if I'd been making it --

38. NANCY: Even the best of cooks can be fooled by cranberries - unless they pick them over carefully. Just a few poor berries may give a bitter taste to your sauce or jelly.

39. FREYMAN: Well, how can I tell which berries are bad?

40. NANCY: By their appearance. Be sure to throw away any cranberries that are shriveled, speckled, or soft even when the skin is firm.



41. FREYMAN: Shriveled, speckled, or soft berries are no good, hunh. What about the little dark purply ones?

42. NANCY: No, those are all right. Just another variety. Either dark or light red -- both are equally good -- so long as they're firm, plump and fresh-looking, with a high luster. Really, though, it's the method of preparing cranberries that counts.

43. FREYMAN: You mean cooking? What about it?

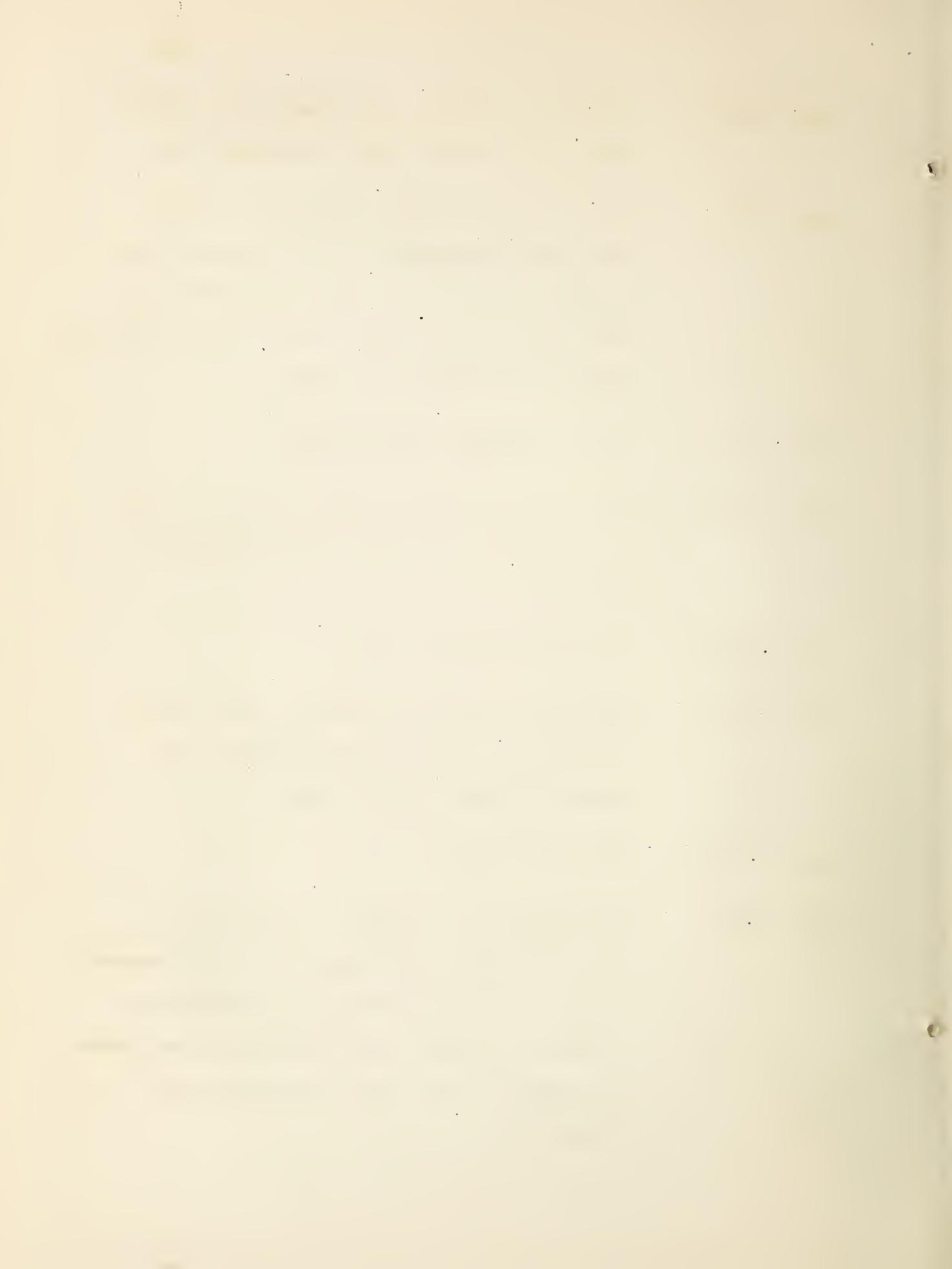
44. NANCY: Well, tell me-- that sauce Mrs. Miles made -- did she strain it, or leave the crushed cranberries right in?

45. FREYMAN: She left the berries in it.

46. NANCY: Then that proves she's a good cook -- and a smart consumer. She saves more of the Vitamin C by leaving the berries in the sauce.

47. FREYMAN: How's that, Nancy?

48. NANCY: Well, holding on to Vitamin C in any food is a tricky business. This vitamin tends to be destroyed whenever exposed to heat and air, and comes in contact with metal. So all that cooking and straining through a metal sieve is very hard on the Vitamin C.



49. FREYMAN: Then -- if cooking's bad for it, I suppose that the best way to eat cranberries is in the raw.

50. NANCY: Best for Vitamin C. And I have a recipe that I think is best for flavor too.

51. FREYMAN: Raw cranberry sauce?

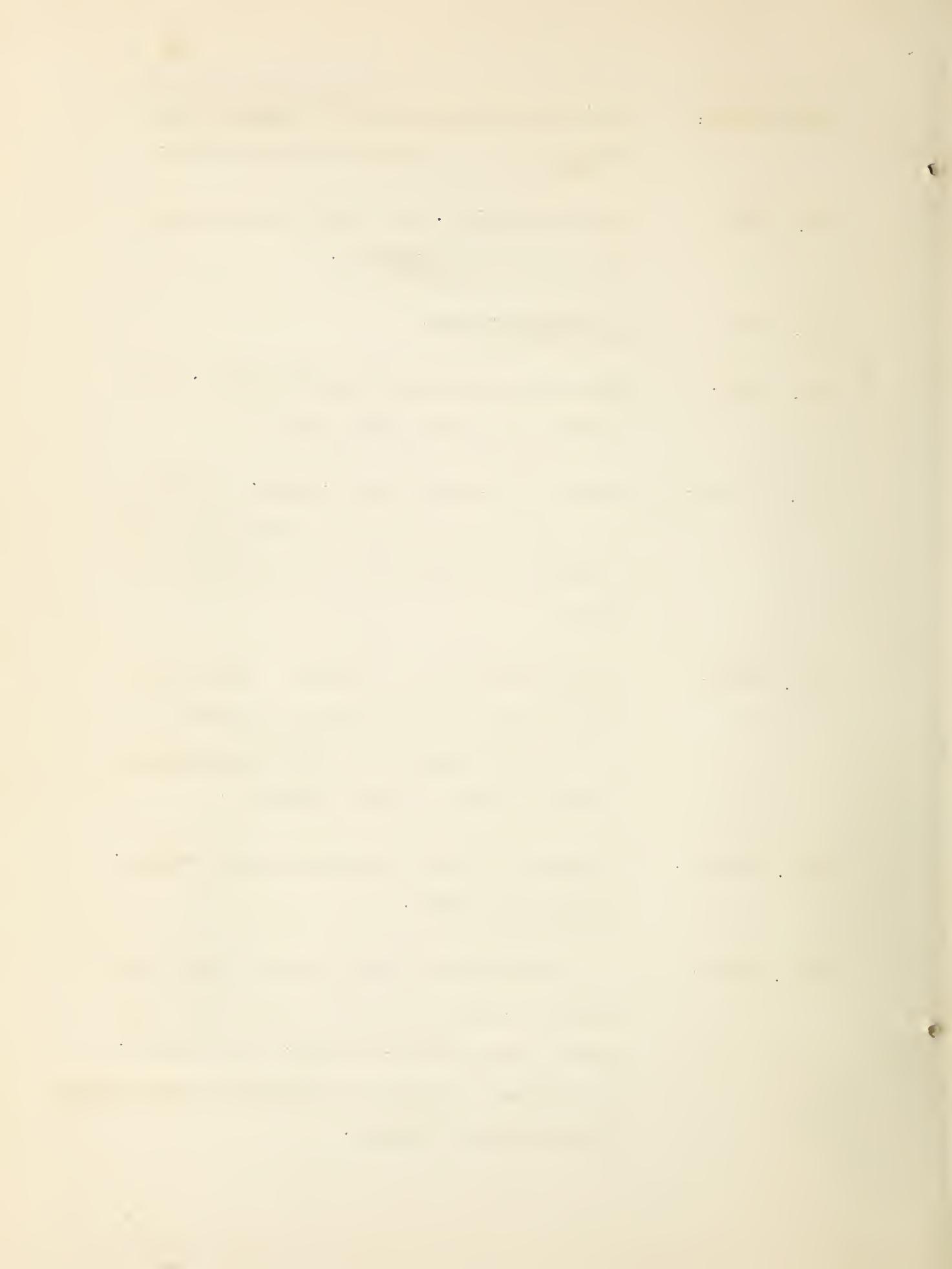
52. NANCY: Well, it's really called Cranberry Relish. It's delicious -- and very easy to make.

53. FREYMAN: I'd like to have that recipe, Nancy. Why don't you print it on our Consumer Tips card this week -- so that all our listeners who write in can get a copy?

54. NANCY: That's a good idea, Mrs. Freyman. I know you'll like the relish. And it can be kept in your -- refrigerator for several weeks -- in a covered jar, of course, to preserve that Vitamin C.

55. FREYMAN: I never can keep those vitamins straight, Nancy. Vitamin C does what?

56. NANCY: Well, it helps to keep your gums and teeth in good condition. And you must get a supply every day, because Vitamin C can't be stored in your body. Three hundred years ago it protected our first settlers from an attack of scurvy.



57. FREYMAN: Our first Settlers! They didn't know about Vitamin C.

58. NANCY: No, but they found Cranberries growing in the marshes near Plymouth Rock - and they found the Indians using the berries as a flavoring with their meat.

59. FREYMAN: Cranberry sauce - invented by the Indians!

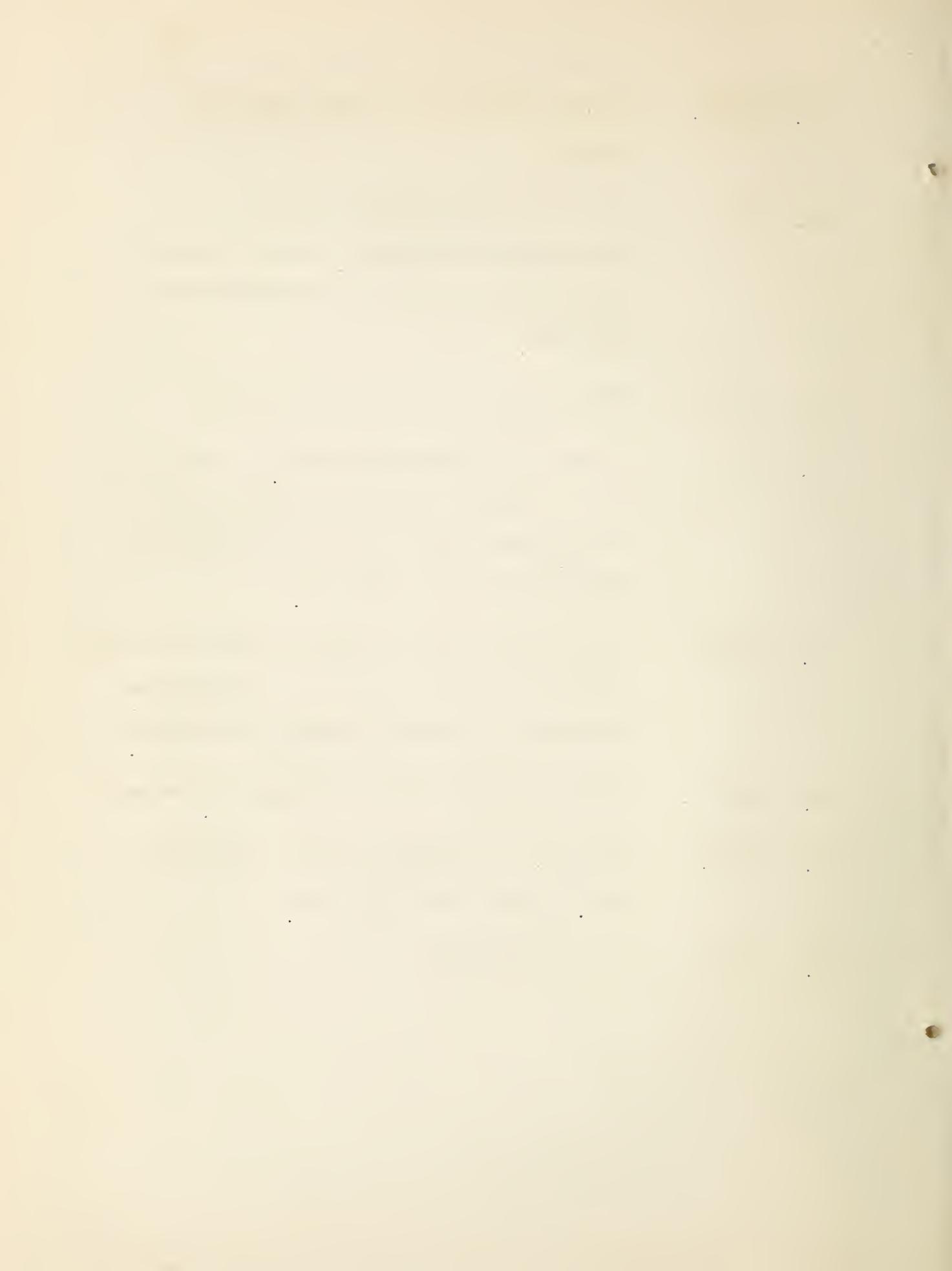
60. NANCY: I thought that might surprise you . . . And now - I hope I've told you enough about cranberries so that when you make something out of them you won't be disappointed - as Mrs. Miles was.

61. FREYMAN: I guess you've solved my cranberry problem all right. But there are other ways of being disappointed — for instance, on Gunnar's subject, leather goods.

62. GUNNAR: (COMING ON MIKE) What's the trouble, Mrs. Freyman?

63. FREYMAN: Gunnar, I've had plenty of trouble with leather goods. Almost lost my happy home.

64. GUNNAR: How did that happen?



65. FREYMAN: Well, you see, my husband's particularly fond of things made of leather, and for the past year he's been talking about getting himself a new bill-fold - a pigskin one. Every time we went window-shopping, he'd stand and look at the billfolds - then take his old one out of his pocket, count the dollars inside, and decide he could get along without a new one.

66. GUNNAR: I know how that is.

67. FREYMAN: But I knew how much he wanted it - and I thought I knew just the kind he wanted. So finally, when his birthday rolled around -- (FADES OFF)
(PAUSE) (FADES IN, SINGING.) "Happy birthday to you!
Happy birthday to you. . ."

68. MYER: Evelyn --- honey! What's in the package?

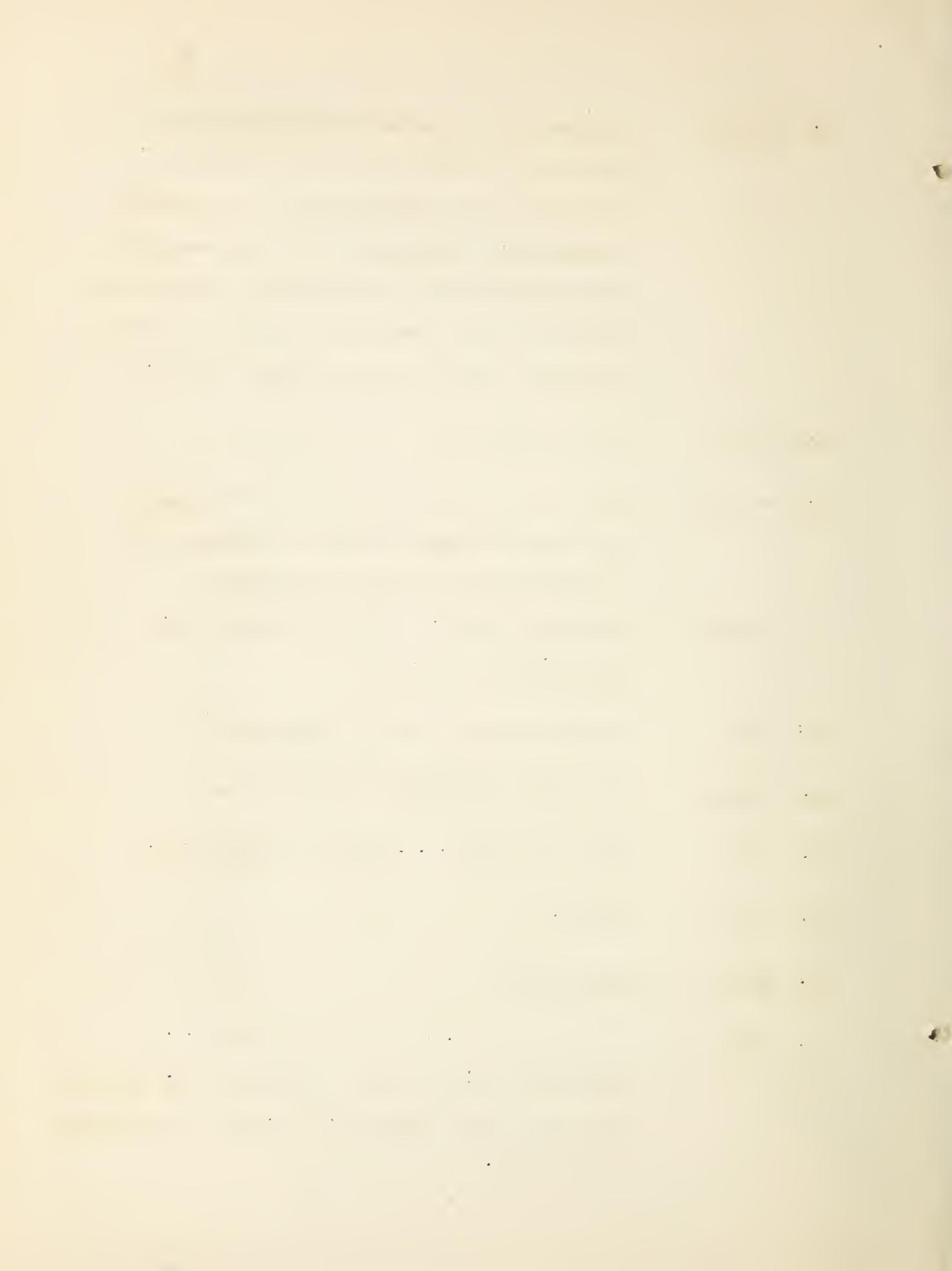
69. FREYMAN: (WITH HIGH ANTICIPATION) Open it and see.

70. MYER: Flat - and oblong . . . Honey - you didn't ---!

71. FREYMAN: Open it.

72. SOUND: TISSUE PAPER

73. MYER: Not a billfold . . .! Not a real pigskin . . .
(ELATED) It is! And with my initials on it! (PAUSE),
THEN, WITH FORCED ENTHUSIASM) Gee, that was thoughtful of you, honey.



74. FREYMAN: (APPREHENSIVE) Myer --- what's the matter?

75. MYER: (EVASIVE) Why, nothing . . . I think it's swell!

76. FREYMAN: Something is the matter. Please tell me.

77. MYER: Well, honey ---

78. FREYMAN: Please ---

79. MYER: Well - did you buy this for genuine pigskin?

80. FREYMAN: Of course. Why?

81. MYER: 'Cause I'm afraid you got stung.

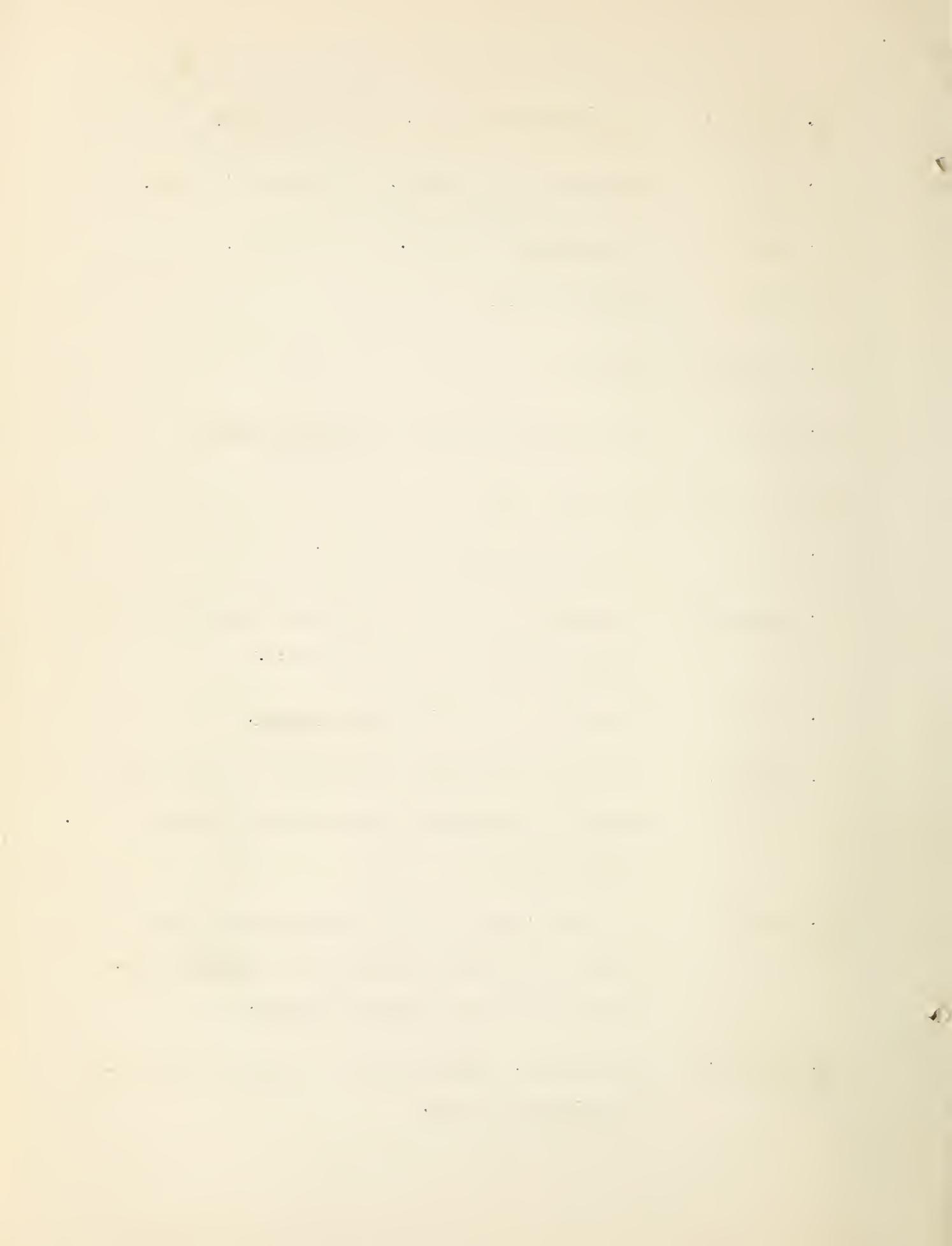
82. FREYMAN: (RELIEVED) No - look - it's printed right here on the lining - "Genuine leather. Pig grain."

83. MYER: That's not saying it's genuine pigskin.

84. FREYMAN: Well - the same thing. You can even see where they pulled out the bristles - these groups of three little holes ---

85. MYER: (GENTLY) Evelyn, I hate to disillusion you, but nobody ever pulled pig bristles out of this leather. It's been treated to look like pigskin.

86. FREYMAN: But Myer ---! (NEAR TEARS) And I had it initialled! We can't take it back!



87. MYER: Don't cry about it, Honey. This billfold is just as good. (FADING) I like it. Really I do.

(PAUSE)

88. FREYMAN: (FADING IN) Maybe it is just as good, Gunnar - but it's not what he wanted. I feel that I did get stung on that billfold, and I'd like to know why something can't be done to protect the consumer from things like that.

89. GUNNAR: Something has been done, Mrs. Freyman. The Federal Trade Commission has issued rules for the honest labeling of leather goods.

90. FREYMAN: When did they issue those rules?

91. GUNNAR: On September seventeenth of this year.

92. FREYMAN: But I bought my billfold in October.

93. GUNNAR: Well, the Federal Trade Commission can't check up on all the leather goods sold and force honest labeling.

94. FREYMAN: Well, if they can't - then who can?

95. GUNNAR: You.

96. FREYMAN: Me!

97. GUNNAR: You and the rest of the consumers. If you refuse to buy any goods that is not labeled properly, you will force the stores to demand honest labeling from manufacturers.

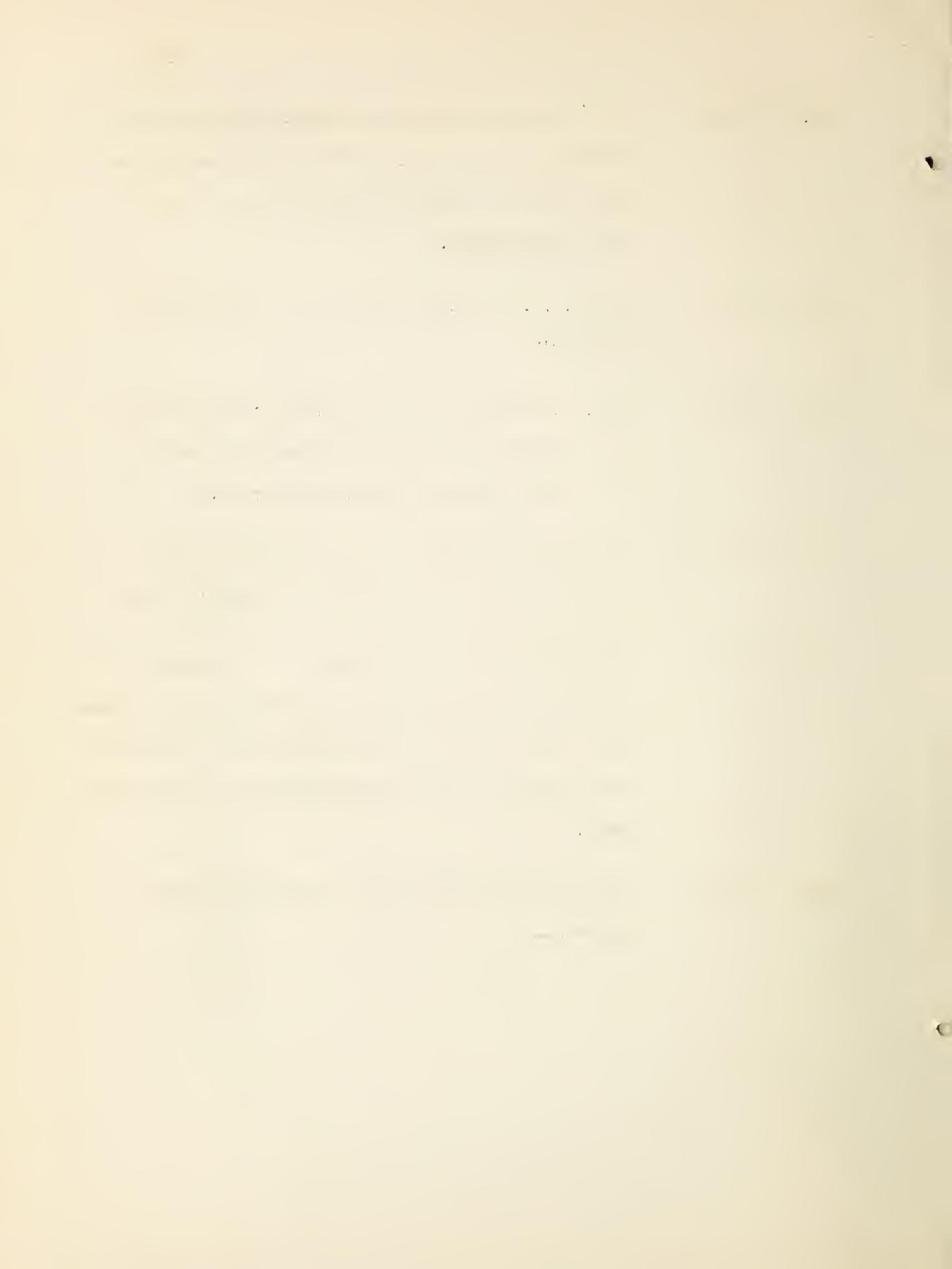
98. FREYMAN: I see. . . . and just what do you mean by "honest labeling"?

99. GUNNAR: Well, according to these new trade practice rules, that billfold of yours should have been labeled: "Top grain cowhide - imitation pig grain."

100. FREYMAN: "Imitation pig," eh? No - I wouldn't have been fooled by that . . . But what does "grain" mean?

101. GUNNAR: That refers to the pore markings on the surface of leather - where the hairs or bristles have been taken out. In the case of your billfold, those groups of three little holes were pressed in to look like pig grain.

102. FREYMAN: But you said something about its being "cowhide grain" ---



103. GUNNAR: I said, "Top grain cowhide." That means that the leather came from the top surface of the hide. You see, cattle hides are often split into several layers. The top - or grain-surface, which is usually the best looking and the most durable, goes to make the higher priced articles. The lower layers - or "splits" - go into articles that should sell at a lower price.

104. FREYMAN: And how can I tell whether I'm getting top grain or split leather?

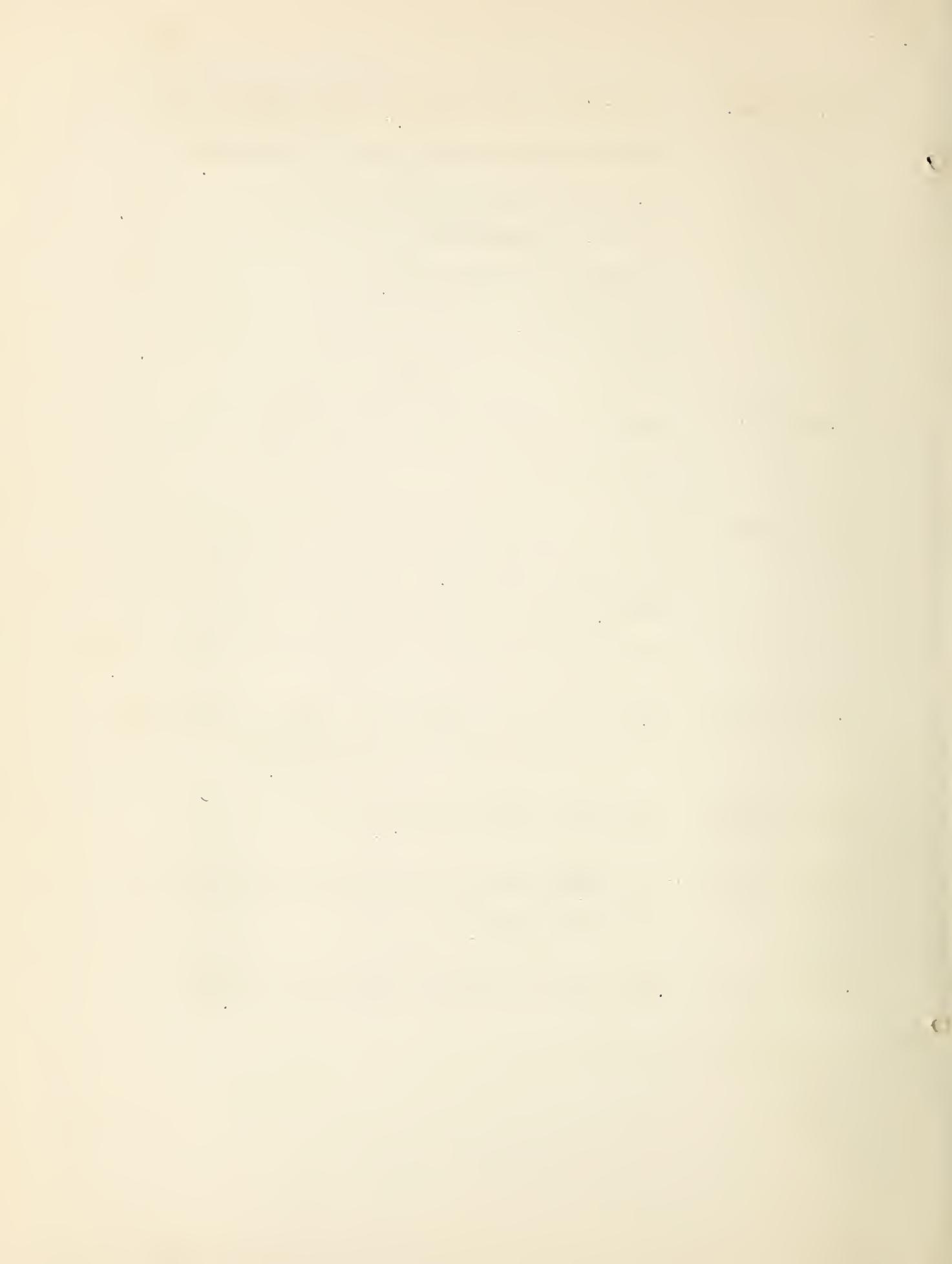
105. GUNNAR: By the label. That's really the best clue you have in buying leather goods. There are several points to consider, and we've printed them on a Consumer Tips card which will help you learn the facts before you buy.

106. FREYMAN: Well, I've learned enough facts today to make me look for the label before I buy leather goods.

107. GUNNAR: And if they aren't labeled ---?

108. FREYMAN: I'll demand honest labeling - with information from my Consumer Tips card.

109. GUNNAR: Mrs. Freyman - you won't lose your happy home.



112. FREYMAN: Thank you, Nancy. I hope our listeners will take Miss Elliott's message to heart. And now ---!

113. SOUND: NOTE ON CHI'ES

114. ANNOUNCER: The Consumers' Honor Roll!

115. GUNNAR: Racine, Wisconsin. The Racine Consumers' Council goes on the Honor Roll today for their plan to solve everyday problems.

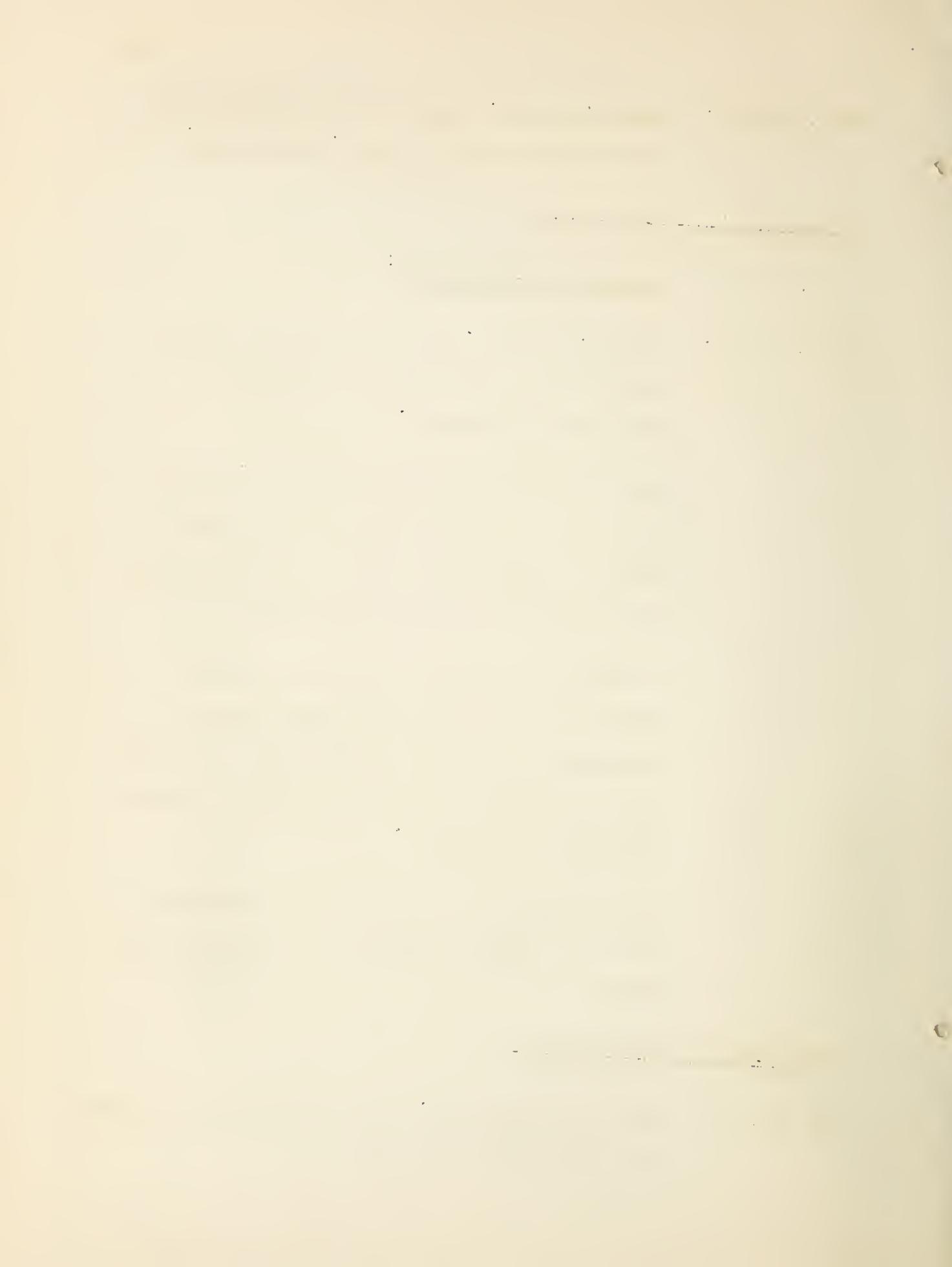
Representatives from the local farmers, the labor unions and the consumers cooperative have joined together to study housing and the cost of groceries, meats, farm produce and home furnishings.

To solve the present housing shortage, they are planning a survey of the whole city of Racine - compiling data on available rooms - preparing a file where people in search of a place to live can find the information they need.

For this democratic approach to consumer problems The Racine Consumers' Council gets Honor Roll mention today.

116. SOUND: NOTE ON CHI'ES

117. FREYMAN: Thank you, Gunnar. And - may I ask what you're planning for CONSUMER TIME next week?



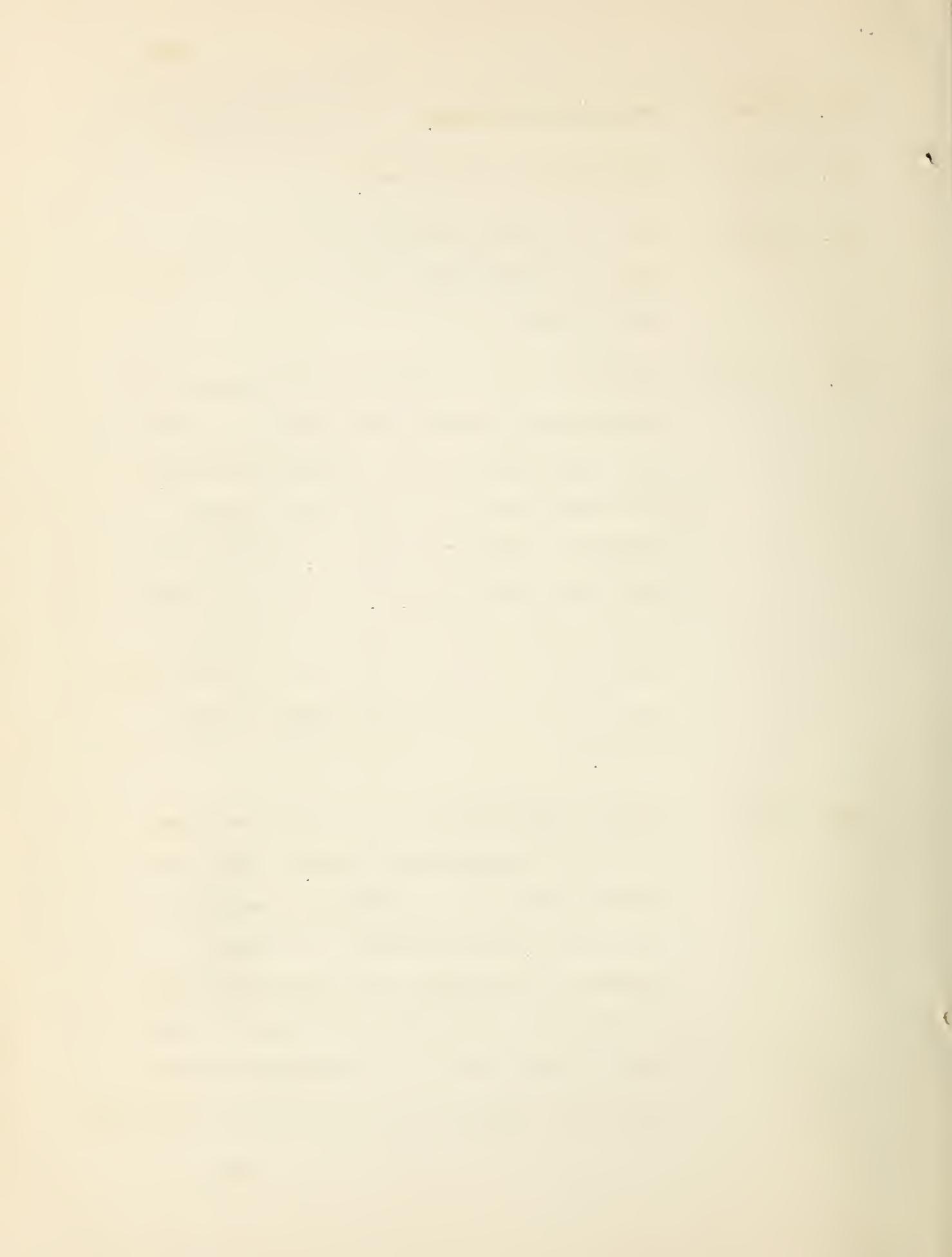
118. GUNNAR: Facts on cold medicines.

119. NANCY: How to use sour milk and cream.

120. FREYMAN: Facts on cold medicines and sour milk for next Saturday's CONSUMER TIME. And what about our Tips cards for today?

121. ANNOUNCER: We have two cards to give away today - one with tips on cranberries, plus that relish recipe - the other with our most important points about leather goods. All you have to do to get them is send a penny postcard to: Consumers' Counsel - Department of Agriculture - Washington, D. C. Just ask for the Consumer Tips on cranberries and Consumer Tips on leather goods - and give us your name and address, plus the call letters of the station to which you are listening.

122. NANCY: Both these cards will be of use to anyone who plans to spend even a small amount of money. They'll not only make your pennies go farther, but make them do a better job too. As you know, if you listen regularly to our program, these Consumer Tips cards are in the handy three-by-five size that fits right into your recipe file - or into your purse when you go shopping. And what's more - they're absolutely free!



If you want to get the most Vitamin C out of your cranberries - and your money's worth in leather goods - just write for your Consumer Tips cards.

123. ANNOUNCER: Thank you, Nancy. And for the benefit of our listeners who are jotting it down right now, I'd like to repeat this address. Consumers' Counsel - Department of Agriculture - Washington, D. C. Be sure to give us your own name and address - the call letters of the radio station over which you get this program - and your request for Consumer Tips on cranberries and leather goods.

Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture - in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

Heard on today's program were Evelyn Freyman, Nancy Ordway, Nell Fleming, Gunnar Jagdmann, Cy Briggs, and - - - - -.

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